

## CLAIMS

1. An information collection system comprising:
  - a means of providing a user with an access destination which is accessible through a terminal of the user;
  - a means of transmitting question items to the terminal of the user when the user makes an access; and
  - a means of receiving answer data to the question items transmitted from the terminal of the user.
2. The information collection system according to claim 1, wherein the means of transmitting the question items to the terminal of the user transmits the question items which are appropriately selected based on the answer data that the user transmitted in the past
3. The information collection system according to any one of claim 1 and claim 2 further comprising a means of storing user data, wherein information on offering benefits is recorded in the user data either unconditionally or conditionally when the answer data to the question items is received from the user, so that the benefits for purchasing or using goods or services of appropriate business providers can be given to the user based on the information on offering benefits.
4. The information collection system according to claim 3, wherein the benefits which are given to the user based on the information on offering benefits pertain to use of parking lots.
5. The information collection system according to claim 3, wherein the benefits which are given to the user based on the information on offering benefits pertain to purchase or use of goods or services that various kinds of business providers are offering.
6. The information collection system according to claim 3, further comprising a means of transmitting authentication information to a portable terminal of the user, wherein the

authentication information can be outputted in an appropriate form by the portable terminal, so that the authentication information can be used either at a time of placing an order or at a time of making a payment for the purchase or the use of the goods or the services.

7. The information collection system according to claim 4, further comprising a means of transmitting authentication information to a portable terminal of the user, wherein the authentication information can be outputted in an appropriate form by the portable terminal, so that the authentication information can be used either at a time of placing an order or at a time of making a payment for the purchase or the use of the goods or the services.

8. The information collection system according to claim 5, further comprising a means of transmitting authentication information to a portable terminal of the user, wherein the authentication information can be outputted in an appropriate form by the portable terminal, so that the authentication information can be used either at a time of placing an order or at a time of making a payment for the purchase or the use of the goods or the services.